

C o n t a c t

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2 n d l n

Social Media Marketing

Search Marketing

Integrated Marketing

Marketing Project

Management

To search, type and hit enter

R e c e n t

Social Media Makes Better Marketers

Checking In with Facebook

Google Goes Psychic with Google Instant

Social Media Makes Better Marketers

by C H O I C S T O B E R 8 , 2 0 1 0
in C O M M U S N O I C C I A A T L I O M N E D I A

There are a number impactful ways in which Social Media makes us all better marketers. Social Media challenges students and seasoned marketing professionals alike to drive engagement and innovation.

Social Media Marketing is a two-way communication vehicle. Now more than ever marketing is more about listening and interacting with target consumers. Traditional marketing tactics such as [...] r v i c

Tagged as: [Social Media](#), [Social Media Marketing](#)

{ 0 comments }

Checking In with Facebook

by C H O I C S T O B E R 8 , 2 0 1 0
in S O C I , A T I E C M H E N D O I L A O G Y
P o s t s

Facebook recently launched its new Facebook Places feature, which allows users to share where they are and see where their friends have checked in. Similar to the smartphone app Foursquare, Facebook Places allows you to check in to different locations, tag your friends and view comments your friends post about the locations you visit. If [...]

Tagged as: [Facebook](#), [Mobile](#), [Social Media](#)

{ 0 comments }

Google Goes Psychic with Google Instant

O C T O B E R 8 , 2 0 1 0

If you've made a search query on

SEO vs SEM

S E P T E M B E R 1 3 , 2 0 1 0

It's very important to realize the difference between Search Engine



2 s n d l n s

my **LinkedIn** profile

2 n d l n s



Recent Tweets

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2 n d l n s
F e e d

O	C	T	O	B
M	T	W	T	F
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11	12	13	14	15
18	19	20	21	22
25	26	27	28	29
			30	31

« S E P

A r c h i v e

Select Month

C a t e g o r i e s

Select Category

Google recently, you probably noticed something has changed. As you type in the search box Google is making predictions about what it is you're searching for by displaying results for possible queries before you even press return. The new feature, called Google Instant, not only [...]

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Client Case Study: CarpenterCostin.net

A U G U S T 3 1 , 2 0 1 0

After weeks of collaborative preparation between 2nd Instinct, Carpenter Costin, Boston Web Studio and Basics Marketing, client Carpenter Costin is proud to announce the launch of it's new website carpentercostin.net. Based on a CMS platform, the company's completely remodeled site offers more interactive content, ease of use and enhanced aesthetic appeal. The landscape management company has [...]

[Read the full article →](#)

Marketing (SEM) and Search Engine Optimization (SEO). SEO is the process of optimizing your website to appear in the organic section of a Search Engine Results Page (SERP). SEM is utilizing paid on-line advertising such as a Pay Per Click (PPC) campaigns in [...]

[Read the full article →](#)

Social Marketing on a Time Budget


2 A O U I G O U S T 3 1 , 2 0 1 0


There is never enough time in the day to get things done, especially when you're a small business owner or business executive. If you only have ten minutes a day to spare for social media marketing, spend it wisely. The first step to saving you time is setting up an iGoogle homepage, because what it provides [...]

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2I's Marketing Network is a forum designed to create a dialog among marketing...

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2nd Instinct Marketing Services
AOL took over Time Warner in 2001 for \$111 billion Can now independent AOL no3 worth \$3 billion return to significant <http://ht.ly/2QI6F>

 Facebook social plugin

2 n d I n s

Analytics B2B B2C Blog Brand Campaigns CMO CMS Communications Community Competition Content Corporate Demographics Development Digital Marketing Facebook Fans Forums Google Humanization Inbound Marketing Introduction LinkedIn Market Indicators Micro Blog on-line visibility online marketing Partnership Podcasts Professional Project Management Resources Sales Search engine results page Search Marketing SEO SERP Social Media Social Network Strategy Target Market Profile Tools Twitter Wiki